T.V. Serials

1451. SHRI BHAGATRAM MAN HAR: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether it is a fact that a large number of TV serials shown on the National Network and specially at 9.00 O'clock slot have been criticised by various national newspapers of the country because of lack of thematic value of these serials;

(b) if not, what is the percentage of viewership of the serials televised at 9.00 O'clock slot during the last six months and whether the viewership of these serials is very low as compared to the last six months of 1986; and

(c) if so, what steps are being taken to improve the quality of serials by the Doordarshan?

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI AJIT PANJA): (a) The serials telecast by Doordarshan at 9.00 P.M. and also at other times have received mixed reaction from the people and the Press.

(b) The data about the percentage of viewership of the serials telecast at 9.00 P.M. slot during the last six months is not available. Hence any comparison of percentage of viewership of the serials telecast during the same period last year is not possible.

(c) Sponsored programmes telecast on Doordarshan are produced by outside producers. Whenever required, they are told to improve their programmes. With a view to improving the quality of serials, Doordarshan has also decided to introduce a system of registration of producers/directors. This scheme was recently publicised and applications were invited by 30-10-87. The scheme will ensure that creative persons in the field of culture, art, films and T.V. are encouraged to send proposals for production of quality programmes for telecast on Doordarshan.

TV Serial 'Ek Kahani'

1452. SHRI BIR BHADRA PRATAP SINGH: Will the Minister of INFORMATION AND BROADCASTING be pleased to refer to reply to Unstarred Question 93 given in the Rajya Sabha on the 6th November, 1987 and state:

(a) whether it is a fact that TV serial 'Ek Kahani' was given more than 13 episodes;

(b) if so, what is the total number of episodes given to 'Ek Kahani' by the Doordarshan;

(c) whether it is a fact that serials having running storyline are given more than 13 episodes at the requests of the producers;

(d) what are the criteria and basis of giving more than 13 episodes in the first instance; and

(e) what are the names of serials which have been given more than 13 episodes during 1987?

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI AJIT PANJA): (a) and (b) The serial 'Ek Kahani' was initially approved for 13 episodes. Subsequently the serial has been given extension/revival. The total number of episodes approved till now is 52. Out of this, 39 episodes have already been telecast and the balance are yet to be scheduled for telecast.

(c) and (d) More than 13 episodes are approved in the first instance keeping in view various factors such as requirement of the storyline and concept of the serial.

(e) Names of the serials which have been given more than 13 episodes

during 1987 are given in the Statement.

Statement

Names of Serials which have been given more than 13 Episodes during 1987

1. Ramayan
2. Yatra
3. Hum Hindustani
4. Bahadur Shah Zafar
5. Manoranjan
6. Aur Bhi Hain Rahen
7. Adalat
8. Pratham Pratishruti
9. Kalajal
10. Alpha Plus (Arjun)
11. ITV Quiz
12. Higher Than Everest
13. Intezaar
14. Yugantar
15. Bargat
16. Ek Kahani
17. Sara Jahan Hamara
18. Kashmakash
19. Chunauti.

T.V. Serial Intzaar

1453. SHRI BIR BHADRA PRATAP SINGH: Will the Minister of INFORMATION AND BROADCASTING be pleased to refer to reply to Unstarred Question 94 given in the Rajya Sabha on the 6th November, 1987 and state:

(a) whether it is a fact that T.V. serial 'Intzaar' has been given more than 13 episodes by the Doordarshan;

(b) if so, what are the reasons thereof;

(c) what are the names of persons associated with the above serial; and

(d) what is the name of Advertising company who is sponsoring the serials 'Manoranjan' and 'Intzaar'?

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI AJIT PANJA): (a) and (b) Yes, Sir. Approval has been given for 26 episodes as against 48 episodes asked for by the producer. The serial was approved for 26 episodes owing to the long storyline which is in the nature of mini Soap Opera.

(c) M/s. Iskara Films of Shri Sayeed Mirza had submitted the proposal to Doordarshan and approval has been given to the same party.

(d) The advertising agency for the serial 'Manoranjan' is M/s. Sista Advertising Ltd. The sponsors for the serial are 'Godrej' and 'Hindustan Ciba-Geigy'. The serial 'Intezaar' is yet to be scheduled and as such the names of the advertising company and the sponsors are not known yet.

Proposal for Import of Edible Oil Seeds

1454. SHRI CHIMANBHAI MEHTA: Will the Minister of AGRICULTURE be pleased to state:

(a) whether Government have endorsed or recommended the proposals for the import of the edible oil seeds; if so, what are the details thereof;

(b) what is the proposed channel for its import;

(c) what is the expected outflow of foreign exchange for this import; and

(d) what is the proposed exports of de-oiled cake; and the amount of earnings therefrom?

THE MINISTER OF STATE IN THE DEPARTMENT OF AGRICULTURE AND COOPERATION IN THE MINISTRY OF AGRICULTURE (SHRI YOGENDRA MAKWANA): (a) to (c) It is proposed that 0.5 million tonne of oilseeds be imported on aid basis only and National Dairy Development Board (NDDB) would be the canalising agency. The actual import,